

41st

WISCONSIN INTERNATIONAL TRADE CONFERENCE

Tuesday, May 17, 2005

Italian Community Center
631 E. Chicago Street
Milwaukee, WI 53202

Think Global

CONFERENCE INCLUDES:

- Morning Session: CHINA
- GOVERNOR JAMES DOYLE (Invited)
Wisconsin Export Awards
- Wisconsin SBA Award
- Three Afternoon Interactive Sessions
followed by reception
- Wisconsin International Trade Reps from
Brazil, Canada, China, Europe, Japan,
and Mexico will be available for appointments

Agenda

8:30 a.m. Morning Registration - Italian Community Center Atrium

MORNING SESSION

9:00-11:30 a.m. DOING BUSINESS IN CHINA

- **Welcome - Scott Harrison**, former head of Beijing-U.S. CIA office based in China, "The Problems & Pitfalls of Doing Business in China"
- **Bill Lawton**, U. S. Export Assistance Center, Formerly a Commercial Officer, U.S. Consulate Shanghai, China
- Chinese Business Perspective – Ningbo China Business Representative
- U.S. Business Perspective – **Tim Lopez**, Kohler Co. "The Kohler Story"
- Chinese Business Park Representatives
- **Bruce Blakeman**, Special Counsel to U.S. Sec. of Commerce
- M.P. Coin - A Local Small Business Success Story
- Immigration Zone Announcements
- What MMAC is Doing to Attract Investments
- MMAC's China Business Council Established - **Robert Kraft** and **Ulice Payne**

11:00 a.m. Lunch and Afternoon Registration

Noon Luncheon

12:00-1:30 p.m. Welcome

Dennis Kuester, Chairman, MMAC & M&I Bank
Michael Lauenstein, President, Milwaukee World Trade Association

Wisconsin SBA Exporter of the Year Award
Presented by **Eric Ness**

Wisconsin Export Awards
Presented by **Governor Jim Doyle** (invited)

1:45-4:00 p.m. AFTERNOON SESSIONS (Choose only one)

SESSION 1: Making Connections in China

Networking Opportunities with State Officials, Company Executives and Chinese Guests.

SESSION 2: EU Enlargement: New Opportunities, New Challenges

Introductions: **Susan Yelich Biniecki**, Institute of World Affairs, UW-Milwaukee

Opening remarks: EU Expansion - Dr. W.A. Schmidt

- Implementation Pace in New EU countries
- Impact of joining EU on Trade, Practical Differences in Selling in These Markets
- Upcoming Members: Turkey, Romania, Bulgaria
- Cultural Issues

Roundtable 1: Sales & Distribution issues

Kara Smith, Wisconsin Trade Office Director for Europe

Donald Down, Cooper Power Systems

Paul Eversman, Associated Bank

- Strategy and Management of Distributor Network in "Europe"
- Motivation of Distributors, Building Relationships and Cultural Issues
- Getting Paid; Sources of Credit, Euro Accounts
- Languages for Sales and Marketing Materials & Promotional Activities
- Resources for Exporters, Chambers, Trade Offices, U.S. Govt Offices, Amcham, EU Committees, etc.

Roundtable 2: Product Certifications/IP issues

Tom Shannon, Prodesse, Inc.

Masud Khan, Reinhart, Boerner, Van Deuren

- CE Marking
- Standards in Specific Countries
- Intellectual Property/EU Patents

Roundtable 3: Logistics

Linda Bourdo, Trek Bicycle Corp.

Martin Bieniek, Schenker International

- Compare European Ports for Distribution
- Duties/Customs Entering Different European Countries & Between Countries

SESSION 3: CSI Milwaukee - Container Shipping-Imports/Exports:

Investigating the Hold Up

Panel Moderator - **Eric Reinelt**, Acting Port Director - Port of Milwaukee

Don Snyder, Director of Marketing - Port of Long Beach

Richard Jung, General Manager, Sales - Maersk Sealand

Brian McDonald, Vice President - Intermodal Union Pacific Railroad

Dan Mueller, Director - International Transportation, Kohl's

Department Stores (invited)

Reception

4:00-6:00 p.m.

Italian Community Center Atrium

Compliments of

Bentley World Packaging, CIBER, Port of Milwaukee, M.E. Dey & Co., Inc.



Governor Jim Doyle was born in 1945 and grew up in Madison. He is married to Jessica Laird Doyle and they have two adult sons, Gus and Gabe. Doyle credits his parents for the belief that politics and government are honorable professions, and that public service is a way to improve people's lives.

Doyle graduated from Madison West High School in 1962, and he attended Stanford University for three years, then returned home to Madison to finish his senior year at UW-Madison. He

and Jessica then worked as teachers through the Peace Corp in Africa. In 1972, Doyle earned his law degree from Harvard University.

Doyle was elected Dane County District Attorney and served three terms from 1977-82. He spent eight years building his own private law practice until he was elected Wisconsin Attorney General in 1990. He was reelected in 1994 and 1998. He was a national leader in the fight to improve public health through his successful lawsuit against the tobacco industry. He was elected governor in 2002.

International Resource Information Available at the Conference

Institute Of World Affairs, UWM

International Business Center, UWM

International Institute of Wisconsin

Madison International Trade Association

Metropolitan Milwaukee
Association of Commerce

Port of Milwaukee

South Central Wisconsin
World Trade Association

U.S. Department of Commerce

U.S. Small Business Administration

Waukesha County Technical College

Wisconsin Department of Agriculture

Wisconsin Department of Commerce

Wisconsin World Trade Center

**Displays from 13 private sector
companies will be available for viewing.**

Wisconsin state representatives Magda Volker (Brazil), Nancy Ward (Canada), Paul Swenson (China), Kara Smith (Europe), Takahiro Hagsako (Japan), and Vincent Lencioni (Mexico) will be brought in from their countries and be present at the conference. Their expenses are being paid by **Rytec, Oshkosh Truck, Bank One, and In-Sink-Erator**. Meet them at the reception or request an appointment by calling Jennifer Winner at 608/266-0413.

REGISTRATION/INVOICE CARD

Please fill out this form and **MAIL** with check payable to MMAC to: MWTA/MMAC; 756 N. Milwaukee St., Suite 400; Milwaukee, WI 53202 -or- **FAX** in advance to 414/271-7753. Registration deadline is 5/06/05. Cancellations must be received by 5/06/05 or you will be billed.

Number Attending	Fee
_____ Registration for any/all sessions w/ lunch*	\$95.00 _____
_____ Registration for any/all sessions w/o lunch*	\$75.00 _____
_____ Registration for lunch session only	\$35.00 _____
_____ Registration of students (with Student I.D.)	\$35.00 _____
_____ Reserve luncheon table(s) of 8 requested under company name _____	

TOTAL _____

* You may choose to attend the morning and/or an afternoon session

Full refunds will be made for cancellations received by May 6, 2005

Please circle your Trade Group: MITA, MWTA, SCWWTA, WWTC

Please include the number of persons attending each session. This information is needed to determine room size.

(9:00-11:30 a.m.) **Morning Session** _____ (China) Not ICE or Export Wisconsin

(1:45-4:00 p.m.) **Afternoon Sessions** (choose only one per person)

Session I _____ (China)

Session II _____ (EU Expansion)

Session III _____ (CSI -Export/Import)

Name(s): _____

Company/Affiliation: _____

Address: _____

City: _____

State/Zip: _____

Work Phone: _____

If paying by **CREDIT CARD**, please fill out this form or call 414/287.4141.

Name of cardholder: _____

Type of Credit Card: (Circle one) VISA, Master Card, or American Express _____

Account Number: _____ Expiration Date: _____

Billing Address: _____

Afternoon Sessions

Session 1: Making Connections in China

In this highly interactive session, you will have the opportunity to meet a wide variety of people doing business to and from China and receive valuable resource information. Structured in a "speed networking" setting, you will spend a few minutes with each person to exchange basic information and cards. At the reception following the session, you will have the chance to speak to individuals more in-depth in a relaxed setting. In addition, representatives from Chinese business parks will be on-hand for consultation as well as one-on-ones with Bruce Blakeman. Blakeman monitors China's WTO ascension, assesses Chinese market access policy development and advances export promotion of U.S. companies to China.

Session 2: EU Expansion

EU Enlargement: New Opportunities, New Challenges

Introductions: **Susan Yelich Biniecki** - Institute of World Affairs, UW-Milwaukee

Opening remarks: **Dr. W. A. Schmidt**, Chair of the Advisory Board of the Institute of World Affairs at UW-Milwaukee

Schmidt is a lecturer in political science/international relations, focusing on US-European relations, European integration and issues of nationalism.

Roundtable 1:

SALES & DISTRIBUTION ISSUES

Donald Down, International Market Manager - Cooper Power Systems

Down is responsible for the marketing of all Cooper Power products in Europe, the Middle East, and Africa. Down holds an electrical engineering degree from Purdue University.

Paul Eversman, Vice President of International Banking - Associated Bank

Eversman has a 25-year career in banking, most of which has been in international banking, involving Canada, Europe and the Middle East. Eversman earned a B.A. in German and a MBA in finance from Indiana University.

Kara Smith, Director - Wisconsin Department of Commerce European Office

Smith is a founding partner of Taskforce Europe Services BV, which is headquartered in the Netherlands. She has a B.A. from Middlebury College and a master's in international affairs from George Washington University in Washington, D.C.

Roundtable 2:

PRODUCT CERTIFICATION/IP ISSUES

Tom Shannon, Chief Executive Officer - Prodesse, Inc.

Shannon assumed the position of CEO in May 2002. In 1996, he founded Shamrock Partners, the lead investment group in Prodesse's 2002 \$1.5 million funding. Shannon holds a B.B.A. from the University of Wisconsin and has earned the Certified Financial Planner (CFP) and Chartered Financial Consultant (CHFC) credentials.

Masud Khan, Esq., Attorney - Corporate and International Department, Reinhart

Boerner Van Deuren, s.c. Khan is a corporate and international law attorney who assists U.S. businesses on matters relating to U.S. export and import laws.

Roundtable 3:

LOGISTICS

Linda Bourdo, International Transportation Manager - Trek Bicycle Corporation

Bourdo is responsible for import and export logistics, customs and haz-mat compliance, CTPAT/CSI, and trademark and patent issues. Bourdo is a licensed broker.

Martin Bieniek, Global Key Account Manager (FORD Motor Company) - Schenker

International Bieniek joined the Chicago office of Schenker in 2005 as key account manager for the Ford Motor Company, after serving in numerous capacities in Schenker's European offices.

Session 3: CFI Milwaukee

Container Shipping-Imports/Exports: Investigating the Hold-Up

PANEL MODERATOR

Eric Reinelt, Acting Port Director - Port of Milwaukee.

Reinelt started with the Port in 1983 and is also the Port Security Officer. Reinelt has a B.A. from the University of Wisconsin and a M.A. from the University of Michigan.

Don Snyder, Director of Marketing - Port of Long Beach

Snyder's responsibilities include the development and implementation of the port's marketing plan, as well as maintaining contact with customers and supply chain partners. Snyder is a graduate of San Francisco State with a B.S. degree in world business and transportation.

Richard Jung, General Manager, Sales - Maersk Sealand

Jung oversees all international sales and marketing activity for the Midwest sales region, assisting shippers with the logistics and supply chain management of import and export shipments.

Brian McDonald, Vice President, Intermodal - Union Pacific Railroad

McDonald spent several years as a grain trader before joining Union Pacific's Grain Marketing Group in 1982. McDonald graduated from the University of Utah with a B.A. in political science and Utah State University with a M.A. in agricultural economics.

Dan Mueller, Vice President, International Transportation - Kohls Department Stores, Inc.

(invited) Mueller has more than 15 years of transportation experience. He received his B.B.A. from UW-Oshkosh with a double major in finance and MIS.

CONFERENCE CHAIRPERSON

Aleda Bourassa, Waukesha County Technical College

COOPERATING ORGANIZATIONS

MMAC's China Council
Ulice Payne & Bob Kraft

CIBER
Susan Huber-Miller

Metropolitan Milwaukee
Association of Commerce
Dennis Kuester

Milwaukee World Trade
Association, Inc.
Michael Lauenstein

Institute of World Affairs-
UW-Milwaukee
Robert Ricigliano

International Business Center,
UW-Milwaukee
V. Kanti Prasad

International Credit Executives
Dianna Rowinski

International Institute of
Wisconsin
Alexander Durtka

Madison International
Trade Association
Paul Eversman

Port of Milwaukee
Eric Reinelt

South Central WI World
Trade Association
Amy Coon

U.S. Dept. of Commerce,
Intl. Trade Admin.
Paul Churchill

U.S. Small Business
Administration
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Wisconsin Department
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Mary Regel

Wisconsin District
Export Council
James Meinert

Wisconsin Manufacturers
and Commerce
James Haney

World Trade Center -
Wisconsin
Christian Bartley

ACKNOWLEDGEMENTS

Waukesha County Technical
College
Aleda Bourassa

Wisconsin Dept. of Commerce
Sue Dragotta

M. E. Dey & Co., Inc.
Carrie Fix

MWTA
Larry Greb

Addison-Clifton LLC
Ulice Payne

OpenFirst
Robert Kraft



Milwaukee World Trade Association, Inc.



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The Wisconsin International Trade Conference is a program of the
Milwaukee World Trade Association (MWTA)